

## ORDER



Orders Order / Rev: 688035  
 Alt Order #: 06164131  
 Product Desc: KAINE FOR SENATE  
 Estimate: 11226  
 Flight Dates: 09/17/12 - 09/23/12  
 Original Date / Rev: 06/04/12 / 06/04/12  
 Order Type: Political

WUSA Primary AE: Aaron Ashe  
 Sales Office: T-WAS  
 Sales Region: NAT

Agency Name: Media Strategies & Research/ POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: 11350 Randon Hills Road, Suite 670  
Fairfax, VA 22030

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Kaine,T/D/Sen/VA  
 Demographic: A35+  
 Product Codes: PL-US Senate  
 Priority: P-5  
 Revenue Codes: AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	46	\$75,025.00	\$63,771.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$75,025.00	\$63,771.25	0.00
Totals	46	\$75,025.00	\$63,771.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$75,025.00
Market	100%	\$326,195.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,261.96
WDCA	1%	\$3,261.96
WJLA	19%	\$61,977.17
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$114,168.48
WTG	21%	\$68,501.09
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/20/12	09/20/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/17/12	09/23/12	---T---		1				\$450.00		0.00			
2	WUSA	09/17/12	09/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-W-F--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/17/12	09/23/12	M-W-F--		3				\$500.00		0.00			

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**WUSA**

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WUSA	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$1,200.00			0.00					
18	WUSA	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$12,000.00			0.00					
19	WUSA	09/17/12	09/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5	\$2,500.00			0.00					
20	WUSA	09/22/12	09/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$2,500.00			0.00					
21	WUSA	09/23/12	09/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$2,500.00			0.00					
22	WUSA	09/17/12	09/19/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	M-W----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-W----		2	\$400.00			0.00					

Totals 46 \$75,025.00

REP HEADLINE# 6164131

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP  
*15-2175*

JUN 4/12 11.55  
\*\*\* WUSA-TV \*\*\*

ADDITIONAL ORIGINAL REVIEWS

DELETE

ORDE

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1

PART II

AGEN

252

514

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REP:  
FROM REUBEN FOR AARON  
TO LANCE  
\*\*NEW ORDER\*\*  
TTLS 75025  
PLS CONFIRM THANKS  
06/04

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
KAIN FOR SENATE 2012

KAIN FOR SENATE 2012

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP

JUN 4/12 11.55  
\*\*\* WISATV \*\*\*

REP HEADLINE# 6164131

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
CREDIT WORKSHEET HARRIS RPT. FROM REP

JUN 4 / 12 11 . 55  
\*\*\* WISCONSIN \*\*\*